Pennsylvania Motorcycle Safety Program

Overview and Highlights



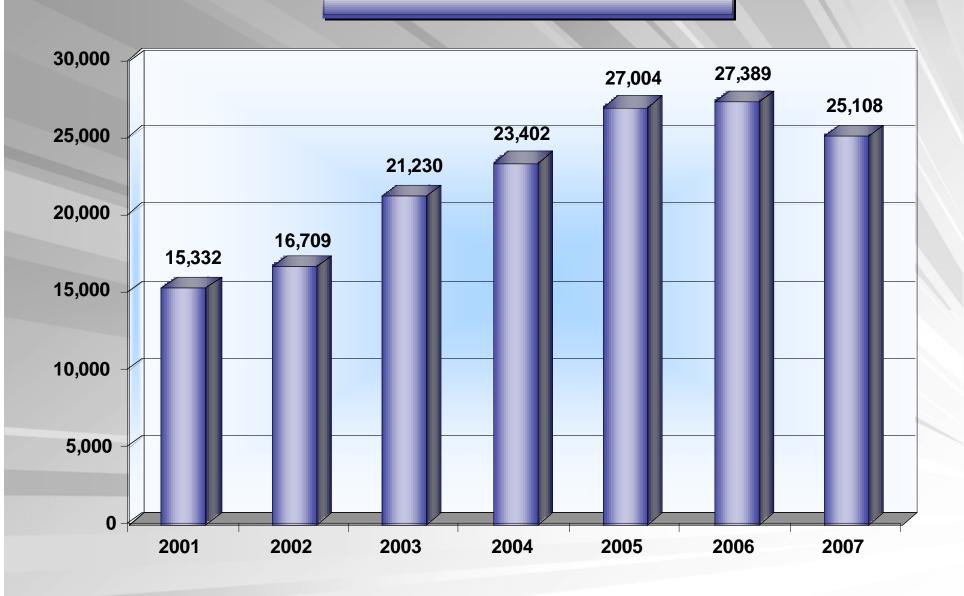
Evolution: From 0 to 68 in 25 Years

- Legislated in 1984
- Funded by \$2 fee motorcycle permits & annual license renewal
- By 2001 \$1.8 million for training
- In 2002 Increase to \$5 fee = \$4 million for training
- By 2008 68 sites & 25,000 trained annually





STUDENTS TRAINED



Set-up: Program Administration

- Department of Transportation
 - Safety Administration
 - Bureau of Driver Licensing
 - Special Programs Division
- Key Characteristics
 - Five year contract currently
 - Motorcycle Safety Foundation 2003 2008, 1999 2003
 - Millersville University 1994 1998
 - Indiana University 1984 1993

Program Features

- License Waiver
 - Permits require knowledge test administered at PennDOT's driver licensing centers.
 - Exams administered by PA Motorcycle Safety Program
 - Results are posted to PennDOT's licensing system
 - Updated licenses sent from PennDOT to customers

Centralized Program Administration

- Support services headquartered in York, PA
 - Processing licensing information
 - Contracted payroll services
 - Part-time/seasonal staff: RiderCoaches, mechanic's assistants, office staff & phone schedulers
 - Full-time staff
 - 2 Administrative Assistants full-time
 - 2 Program Assistants full-time
 - State Coordinator and Assistant State Coordinator
 - 3 Mechanics

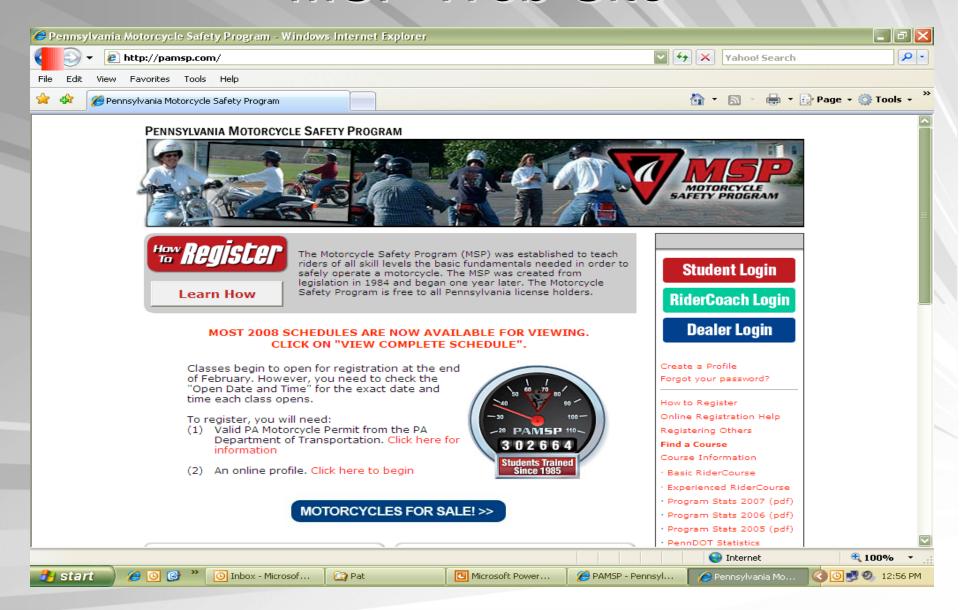
Program Administration: Roles

- Records maintenance
 - Student records: registration, test results, completion cards, licensing paperwork
 - "WID" machines post licensing/training results to PennDOT's Driver Licensing system
- Field support
 - Site liaison and scheduling sites
 - Mechanical maintenance support
 - Site Supplies and site set-up
 - Paperwork for RiderCoach Preps, Professional Development Workshops

Program Administration: Features

- Web-based office system
 - Manage RiderCoaches, schedules, site information online
 - RiderCoach Webpage
 - Library newsletters, forms, Policies & Procedures
 - Site Coordinator Forum
 - Customer Service Feedback
 - Automatic to registered students
 - Reports and ratings available online to DOT and Site Coordinators, Trainers and RiderCoaches

MSP Web Site



Online Customer Service Survey

- Introduced in 2007
- Features
 - 22 questions
 - Strongly agree, agree, disagree, strongly disagree, NA
 - 6 Demographic questions
 - Age, gender, riding experience, completed course, permit or license, Basic or Experienced course
 - 2 Open-ended questions -
 - What did you like?
 - Any concerns or issues?

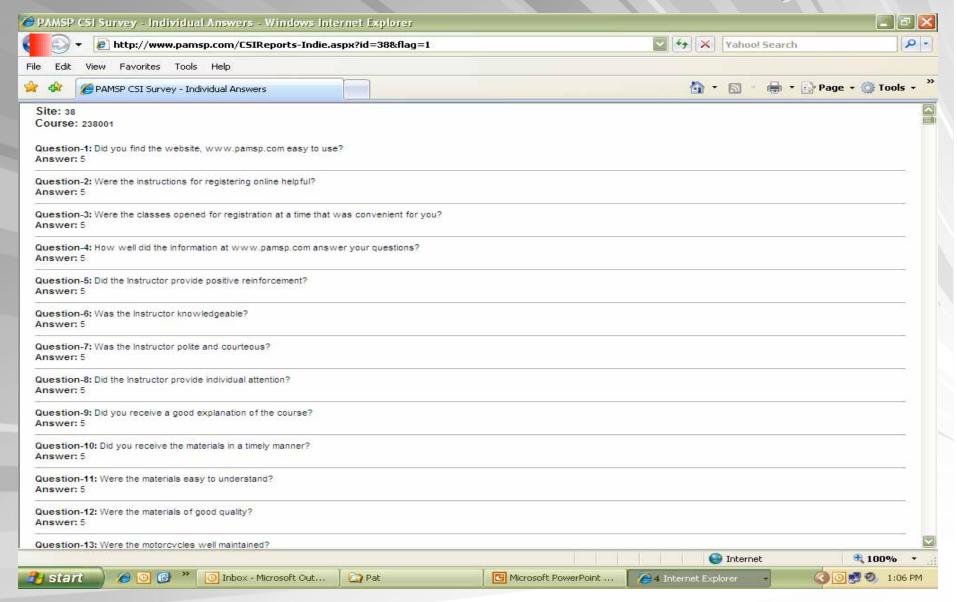
Customer Service Survey – 2007 Results

- 9241 surveys submitted online
 - Average response rate per site approximately 30%
 - In 2006, only 3,682 students completed mailed paper surveys
- Highest rating was 4.9 RiderCoach was knowledgeable
- Followed by 4.85 RiderCoach provided positive reinforcement
- Lowest rating was 4.24 Site location was convenient

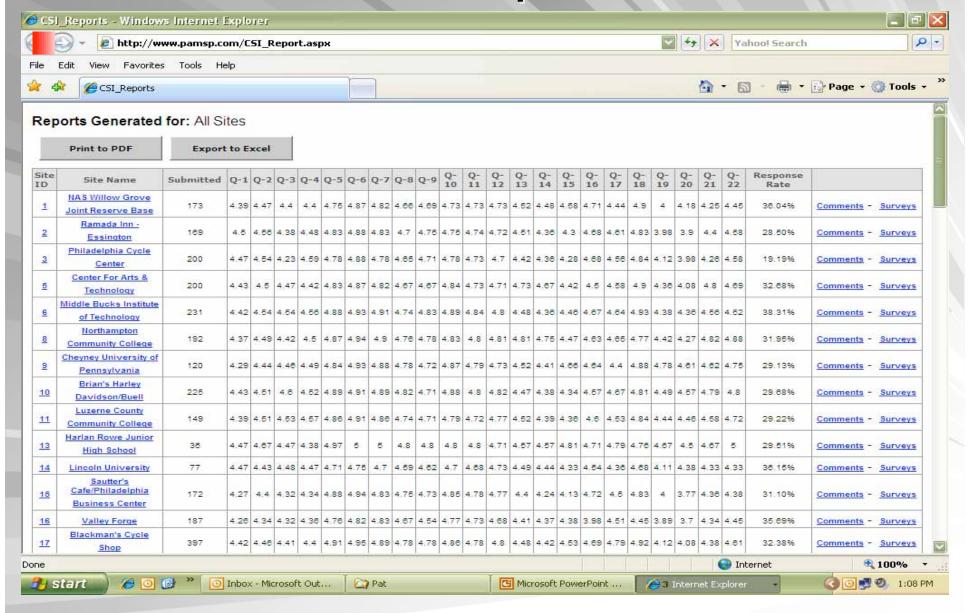
Customer Service - Ratings

- Categories examples of questions
 - Web site and registration
 - Was the website easy to use?
 - Were registration times convenient?
 - Facility and equipment
 - Were the motorcycles well maintained?
 - Were the facilities easily located?
 - RiderCoach and curriculum
 - Was the instructor polite and courteous?
 - Were the materials easy to understand?

Customer Service Survey



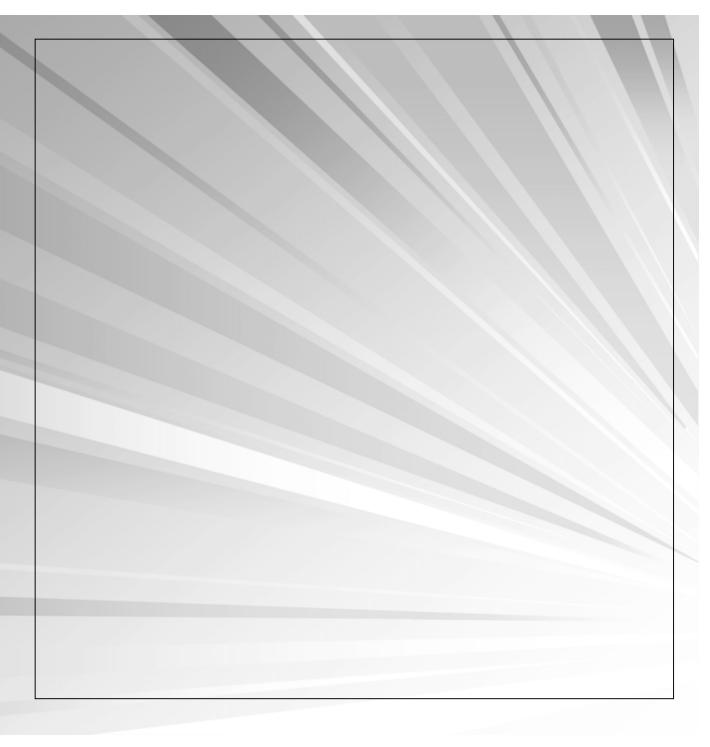
CSI Reports



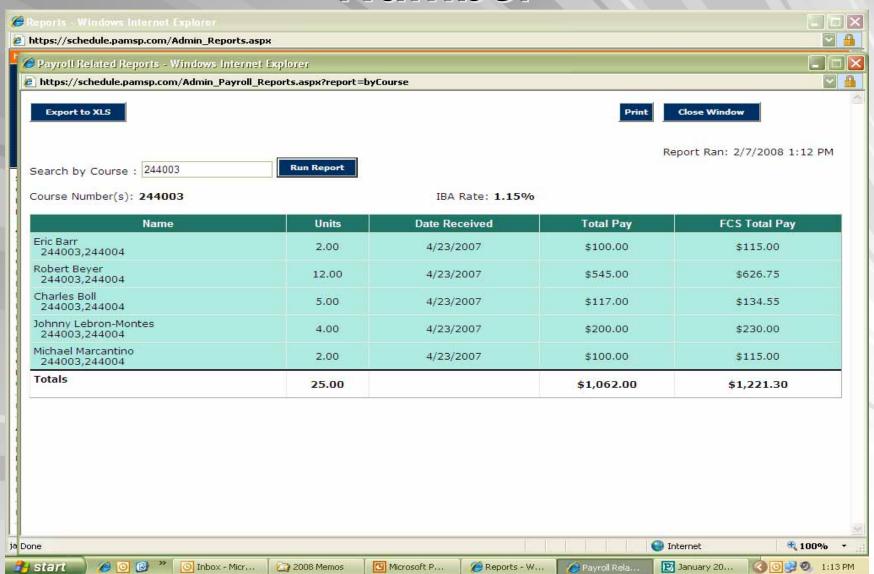
Program Administration – Time Sheet Features

- Paid by unit coached
- Separate pay scheme for Site Coordinators
- Auto-reconciliation Validation of amounts
- Reports on sections, units taught by RiderCoach and Site Coordinator

2008 Payroll Invoice



Payroll Report by Course Number



Geography of Pennsylvania

- 3 Regions
 - Western Pittsburgh to Erie North/South, includes Johnstown/Altoona
 - Central Harrisburg, State College, Mansfield, cluster of sites around York
 - Eastern Philadelphia area, Allentown
- 68 Sites in 2008
 - Community Colleges, State Universities, Public Schools, Turnpike and public Authorities
 - Dealerships
 - Hotels

Finding A Site

- Challenges PA MSP finds, secures and set up all sites
 - Northern PA is rural and sparsely populated – finding large paved lots
 - Use of public schools, colleges,
 dealerships competing with events
 - Zoning regulations light standards and planters

Site Requirements

- Classroom & Range may be separate facilities
- Shed location on the range
- Access
 - Hours
 - Doors open key provided or during staffed hours
 - Conflicts with events
- Parking
- Shade
- No smoking

Site Management

- Role of Site Coordinator
 - Duties stamp holder, open classes, site management, scheduling RiderCoaches, paperwork processing
 - Assistant Site Coordinators
 - Class lists downloaded
 - Site Coordinator Professional Development
 Workshop

Sheds

- Dimensions & style
- Safeguarding
 - Security bars
 - Fork locks
 - Keys
- Niceties
 - Tarps, umbrellas, shade & rain protection
 - Picnic tables



Training Fleet as of January 2008–1,166 motorcycles

- Strategic Inventory Plan replacement & upkeep
- Maintenance
 - Staffing
 - 3 full time mechanics set-up, repair, routine maintenance, mini clinics for RiderCoaches
 - Part-time helpers winter maintenance, bike washing, bike delivery
 - Parts
 - Wholesale discounts (batteries)
 - 20% off all parts
 - Manufacturer exhausts
 - Storage
- Average age = 2004 (in 2008) -
 - 42.5% are less than 2 years old as of 1/08

Motorcycle Maintenance

Motorcycle maintenance housed at 2 locations

- Middletown (Central Pennsylvania) warehouse two mechanics with seasonal helpers
- Homestead (Western Pennsylvania) facility –
 one mechanic with seasonal helpers





The PA MSP Coaching Team

■ Trainers – 10 serving all 3 regions

■ RiderCoaches – 531 (January 2008)

Specialized Presentation

Intersection Module

- Program introduced in 2007 to increase motorists' awareness of motorcyclists and scooter riders on the roadway
- Customized program for 3 different audiences: Teens, General Driving Community and Commercial Drivers
- A presentation was given to the Driver's Education Committee of the PA Dept. of Education. We would like them to include Intersection DVD on motorcycles into their curriculum about sharing the roadway.
- Promotional materials will be mailed to 360+ school districts who provide driver education programs across the State of Pennsylvania.

Specialized Presentation

SeasonedRider Module

- Program that explains the general effects of aging on the skills necessary to ride a motorcycle safety
- RiderCoaches participated in a SRM presentation at the 2007 PDW. They can now take the SRM out to the community, clubs, dealerships or wherever there is interest.
- RiderCoaches presented the program to various groups throughout the year and it was highly rated for content and value.

Recruitment and Retention

- Online application & tracking process
 - www.pamps.com Click on motorcycle jobs
 - Manage RC Applications stores applications electronically, allows for sorting of applications, set statuses
 - Since 2006,
- Screening and Interviews
- Rider Coach Prep Workshops (RCPs) 9 planned for 2008

Recruitment

- Recruitment postcards are mailed annually to previous students who have completed our course within the last 2 years and meet the criteria established.
- Paid help wanted ads are placed in local newspapers when there is a need for RiderCoaches in a particular area.
- Postcards are also available at various public relations events that our RiderCoaches attend.



Fun, flexible and rewarding jobs!

Motorcyclists with positive attitudes are encouraged to join a great team of part-time motorcycle safety instructors.

Apply now and earn \$18 an hour at www.pamsp.com.

Click on motorcycle jobs.

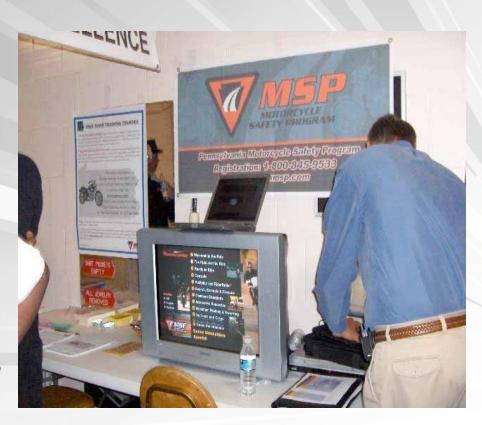
Public Relations

WHO:

- RiderCoaches
- RiderCoach Trainers
- Administrative Staff

WHAT:

- Talks
- Set-up TV/DVD to show
 Group Riding &
 SeasonedRider Modules
- Fatal Vision Activities
- Distribute "Watch for Motorcycle" Stickers,
 Flyers, RiderCoach Recruitment Postcards & Motorcycle Operator's Manuals
- Place link on their website to our website



Public Relations- continued

WHERE:

- Bike Expos
- Company Health & Safety Fairs
- PennDOT & Motorcycle Dealer Open Houses
- Radio & TV Spots
- Clubs
- Training Site Sponsors

FOR WHOM:

- Targeting motorcyclists who are interested in our course
- Those who want to be licensed
- Other Motorists
- Older Riders

Getting the Word Out Emails and Postal Service



Professional Development Workshop (2007)

Workshop Intro: RCTs provide a demonstration of a quality BRC classroom Have the "Motorcycle Controls" photos posted around the room prior to start

Motorcycling Excellence: Chapter 11 "Traction" RCTs model facilitation of BRC classroom, by assigning 15 study questions.

Motorcycling Excellence: Ch. 12 " The Traction-Pie Analogy"
Range Cards Quiz

Professional Development Workshop (2007)

What's New for 2007 (Review of P&P Manual and 2007 changes)

Have Group Riding DVD playing during break

RiderCoach Panel Discussion

Have training room ready for Seasoned Rider module after panel discussion.

Demonstration of SeasonedRider RETS module

Workshop Wrap-up

Professional Development Workshop Process

Surveys

Evaluations

RiderCoach Trainer Meetings

Prioritize

Policies & Procedures

- Each RiderCoach is provided a copy of the P & P at the conclusion of the RCP
- New RCs sign a statement that they have reviewed the P &P
- Revisions to P & P are made as needed and are covered at the annual Professional Development Workshops (PDW)

P & P Statement

Motorcycle Safety Program 190 Arsenal Road York PA 17404 800-874-8900

I agree to read and abide by the Policies and Procedures. I understand that I will read these at least once every season. I understand that I am governed by the contents of the manual and that MSP may change, rescind or add to any policies or practices described in the manual with or without prior notice. MSP will advise employees of material changes within a reasonable time. The Policies and Procedures will be read within one month of completing the RiderCoach Preparation Course.

Employee Signature	Date	
	-	
Employee's Name (printed)	-	

P & P (2007)

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P & P (2007)

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SITE COORDINATION TRAINING MANUAL

- "Need to Know" information for all Site Coordinators / Assistant Coordinators and "Nice to
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- of the Basic RiderCourse in a Single Calendar Year ... 3 Unsuccessful Attempts
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Appendix 2 50-Hour Certification Form

Appendix 3 Sample Permits and Sample PENNDOT 402 Forms

Appendix 4 Current Rate Schedule for Coaching and Site Coordination

Appendix 5 MSF Incident Report Forms and Dropped Motorcycle Report Forms

Appendix 6 Release Form for Use When Photographing Students

AWARDS RECEIVED

2006 MSF Award for "Outstanding State Program - Category IV"

 Each year, the Motorcycle Safety Foundation acknowledges outstanding achievement and excellence in rider education and training, honoring agencies, organizations, programs, dealers, the media and individuals who enhance motorcyclist safety.

MSF 2006 Award of Excellence – David Surgenor

The MSF is appreciative of the hard work and commitment and commends the dedication it took David Surgenor to earn this achievement. Dave has been instrumental in the roll out of MSF's new curriculums and has assisted many states through designing Learning Centers, Professional Development Workshops, and sharing a wealth of materials from Pennsylvania and its trainers.